A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR GENERATING A MODEL TO ANALYZE A PROPENSITY OF AN INDIVIDUAL TO HAVE A PARTICULAR ATTITUDE, BEHAVIOR, OR DEMOGRAPHIC

ABSTRACT OF THE INVENTION

A system, method, and article of manufacture are afforded for providing a model indicating a propensity of an individual to have a particular attitude, behavior or demographic. Initially, a plurality of individuals are identified. Thereafter, first information is retrieved on each of the individuals. A survey is then conducted to collect second information from each of the individuals. A model is subsequently created which defines a relationship between the first and second information. A score is calculated for each individual based on the first information, the second information, and the model, wherein the score indicates a propensity of the individual to have a particular attitude, behavior or demographic.

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